

ORDER

KSNV

Orders

Order / Rev: 105333
 Alt Order #: 06839841
 Product Desc: Issue
 Estimate: 1577
 Flight Dates: 09/12/12 - 09/17/12
 Original Date / Rev: 08/08/12 / 09/25/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Great American Media
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign *Revised*
 Demographic: A35+
 Product Codes: PLI2
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	67	\$45,100.00	\$38,335.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	67	\$45,100.00	\$38,335.00	0.00
Totals	67	\$45,100.00	\$38,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$45,100.00
Market	100%	\$150,333.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$40,590.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$25,556.67
KTUD	1%	\$1,503.33
KVVU	17%	\$25,556.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$12,026.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Advertiser: Democratic Congressional Campaign Co
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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$325.00		0.00				
E 2	KSNV	09/12/12	09/17/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	M-WT--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
WAKE UP EARLY W/THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WT--S			5		\$200.00		0.00				
E 3	KSNV	09/12/12	09/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-WTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			4		\$1,000.00		0.00				
E 4	KSNV	09/12/12	09/17/12	Today Show Today Show	CM	658a-9am	M-WTF--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY SHOW ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			2		\$1,500.00		0.00				
E 5	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$350.00		0.00				
E 7	KSNV	09/16/12	09/16/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 3 AT SUNRISE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$325.00		0.00				
E 12	KSNV	09/12/12	09/17/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$325.00		0.00				
E 13	KSNV	09/12/12	09/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-WTF--	:30	5	\$325.00	1	0.00	NM	4	\$1,300.00
RACHEL RAY ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$325.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5		KSNV	09/11/12-09/17/12	Rachael Ray			11am-12pm	M-WThF----	:30	(\$325.00)	0.00	NM			
Unresolved [NBC NEWS SPECIAL REPORT]															
E 14	KSNV	09/12/12	09/17/12	Noon News Noon News	CM	12-1230pm	M-WTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$425.00		0.00				
E 15	KSNV	09/12/12	09/17/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 15	KSNV	09/12/12	09/17/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$325.00		0.00				
E 16	KSNV	09/12/12	09/17/12	The Doctors The Doctors	CM	2pm-3pm	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTDRS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$325.00		0.00				
E 17	KSNV	09/12/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-WTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
DR. PHIL ORDER CANNOT START UNTIL WED 9/12 ORDER CANNDT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$450.00		0.00				
E 18	KSNV	09/12/12	09/17/12	NEWS 3 at 4 (1 HDUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-WTF--	:30	5	\$600.00	1	0.00	NM	5	\$3,000.00
FIRST NEWS 3 AT FOUR ORDER CANNOT START UNTIL WED 9/12 ORDER CANNDT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$600.00		0.00				
E 19	KSNV	09/12/12	09/17/12	NEWS 3 at 4 (1 HDUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-WTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS 4 AT 430P DRDER CANNOT START UNTIL WED 9/12 DRDER CANNDT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$700.00		0.00				
E 20	KSNV	09/12/12	09/17/12	M-F Early News M-F Early News	CM	5-630p	M-WTF--	:30	5	\$1,000.00	1	0.00	NM	4	\$4,000.00
EARLY NEWS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$1,000.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		2	KSNV	09/11/12-09/17/12	M-F Early News	5-630p	M-WThF----	:30	(\$1,000.00)	0.00	NM				
Unresolved [NEWS INTERRUPT FDR POTUS]															
E 21	KSNV	09/15/12	09/15/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNDT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$650.00		0.00				
E 29	KSNV	09/16/12	09/16/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
End of Game ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$8,000.00		0.00				
E 30	KSNV	09/16/12	09/16/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
NEWS AFTER NFL DRDER CANNOT START UNTIL WED 9/12 DRDER CANNDT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$1,600.00		0.00				
E 31	KSNV	09/12/12	09/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-WTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Alt Order #:	06839841
Flight Dates:	09/12/12 - 09/17/12

Advertiser:	<u>Democratic Congressional Campaign Co</u>	
Product Desc:	<u>Issue</u>	KSNV
Estimate:	1577	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	KSNV	09/12/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNITL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/11/12	09/17/12	M-WTF--		2		\$1,200.00		0.00					
E 32	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNITL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----S-		1		\$1,100.00		0.00					
													Totals	67	\$45,100.00